

Technology Center 2100

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Examiner:

Art Unit:

Unknown

Unknown

In re Application of:

Byung Joon I

Serial No.:

09/917,510

Filed:

Title:

July 27, 2001

System and Method for Inserting Advertising into User-Selected Web

Content

Box Non-Fee Amendment Commissioner of Patents Washington, DC 20231

PRELIMINARY AMENDMENT

Sir:

## In the Specification:

Please replace the paragraph beginning on page 1 line 7 with the following rewritten paragraph:

-- This application claims benefit of Korean patent application serial number 2001-0017437, entitled "A Method and System for Providing Advertisement Service by Using the Internet," filed on April 2, 2001, by inventor Byung Joon Park. Further, this application claims benefit of and incorporates by reference U.S. patent application serial number 60/305,332, entitled "DMWV Systems and Methods," filed on July 13, 2001, by inventor Byung Joon Park.--

## **REMARKS**

Applicant respectfully request entry of the amendment to the specification. No new matter is being added to the specification by virtue of this amendment.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

1

Please type

PTO/SB/21 (08-00) Approved for use through 10/31/2002. OMB 0651-0031

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TRANSMITTAL FORM    Filing Date   July 27, 2001   PECEIVE     First Named Inventor   Byung Joon Park				Application Number	09/917,5	10	
First Named Inventor   Syung Joon Park   Str 2 T 201   Examiner Name   Unknown   Str 2 T 201   Examiner Name   Unknown   Technology Center   21   Examiner Name   Unknown   Unknown   Technology Center   21   Examiner Name   Unknown   Unknown   Technology Center   21   Examiner Name   Unknown   Unknown   Unknown   Unknown   Examiner Name   Unknown   Unknown   Unknown   Examiner Name   Unknown   Unknown   Unknown   Unknown   Examiner Name   Unknown	·			Filing Date	July 27, 2	2001 DECEIVED	
Examiner Name				First Named Inventor	Byung Jo	oon Park I	
Total Number of Pages in This Submission   4				Group Art Unit	Unknown		
Total Number of Pages in This Submission   4				Examiner Name	Unknown	Technology Center 2	
Fee Transmittal Form	Total Number of Pages in This Submission		4	Attorney Docket Number	50495.00		
Fee Attached			ENCL	OSURES (check all that apply)			
Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Petition After Final After Final Petition to Convert to a Provisional Application Status Letter  Description of Time Request Express Abandonment Request Information Disclosure Statement Certified Copy of Priority Document(s) Response to Missing Parts/ Incomplete Application Parts under 37 CFR 1.52 or 1.53  SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm Or Individual name Agroup Advance Address Signature  Date September 19, 2001  CERTIFICATE OF MAILING Typed or printed name Aaron R. Wininger  Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter  Other Enclosure(s) (please identify below): Version With Markings to Show Changes Acknowledgment Postcard  Appeal Communication Status Letter  Other Enclosure(s) (please identify below): Version With Markings to Show Changes Acknowledgment Postcard  Appeal Content of Copy Proprietary Information Status Letter  Other Enclosure(s) (please identify below): Version With Markings to Show Changes Acknowledgment Postcard  Acknowledgment Postcard  Acknowledgment Postcard  Acknowledgment Postcard  Acknowledgment Postcard  CERTIFICANT, ATTORNEY, OR AGENT  Squire, Sanders & Dempsey L.L.P. 600 Hansen Way Palo Alto, CA 94304 Aaron R. Wininger, Esq., Reg. No.: 45.229  Signature  Date  CERTIFICATE OF MAILING  I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date:  September 19, 2001  Typed or printed name Aaron R. Wininger	Fee Transmittal Form						
After Final	Fee Attached		Drawing(s)				
Affidavits/declaration(s)	Amendment / Response		Licensing-related Papers				
Affidavits/declaration(s)  Provisional Application  Power of Attorney, Revocation Change of Correspondence Address  Terminal Disclaimer Request Request for Refund Correspondence Address  Terminal Disclaimer Request for Refund Correspondence Address  Represe Abandonment Request Request for Refund Correspondence Address  Version With Markings to Show Changes Acknowledgment Postcard  Remarks  September Postcard  Signature  Signature OF APPLICANT, ATTORNEY, OR AGENT  Signature  Signature  Date  September 19, 2001  CERTIFICATE OF MAILING  I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date:  September 19, 2001  Typed or printed name  Aaron R. Wininger	After Final		Petition		Proprietary Information		
Extension of Time Request  Change of Correspondence Address  Terminal Disclaimer Request for Refund Changes Acknowledgment Postcard  Cortified Copy of Priority Document(s) Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53  SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT  Firm or Individual name Signature  Date  CERTIFICATE OF MAILING  I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date:  September 19, 2001  Centified Copy of Priority Request for Refund Changes Acknowledgment Postcard  Acknowledgment Postcard  Changes Acknowledgment Postcard  Acknowledgment Postcard  Acknowledgment Postcard  Changes Acknowledgment Postcard	Affidavits/declaration(s)				Status Letter		
Express Abandonment Request Request for Refund Acknowledgment Postcard  Changes Acknowledgment Postcard  Acknowledgment Postcard  Changes Acknowledgment Postcard  Acknowledgment Postcard  Changes Acknowledgment Postcard  Acknowledgent Postcard  Acknowledgent Postcard  Acknowledgent Postcard  Acknowledgent Postcard  Acknowledgent Postc	Extension of Time Request						
□ Information Disclosure Statement □ CD, Number of CD(s) □ □ Certified Copy of Priority Document(s) Remarks □ Response to Missing Parts/ Incomplete Application □ Response to Missing Parts under 37 CFR 1.52 or 1.53 □ Signature □ Squire, Sanders & Dempsey L.L.P. 600 Hansen Way Palo Alto, CA 94304 Aaron R. Wininger, Esq., Reg. No.: 45,229 □ Signature □ September 19, 2001 □ CERTIFICATE OF MAILING □ Thereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date: □ September 19, 2001 □ Typed or printed name □ Aaron R. Wininger □	Express Abandonment Request				Changes		
Certified Copy of Priority Document(s)  Response to Missing Parts/ Incomplete Application  Response to Missing Parts under 37 CFR 1.52 or 1.53  SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT  Firm or or Individual name  Squire, Sanders & Dempsey L.L.P. 600 Hansen Way Palo Alto, CA 94304 Aaron R. Wininger, Esq., Reg. No.: 45,229  Signature  Date  September 19, 2001  CERTIFICATE OF MAILING  I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date:  September 19, 2001  Typed or printed name  Aaron R. Wininger	Information Disclosure Statement				Ac	knowledgment Postcard	
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	addressed to: Assista	int Commissioner for	r Patents, W	ashington, D.C. 20231 on this da	ite: Septer	nber 19, 2001	
Signature Date September 19, 2001	Typed or printed name	e Aaron R. Wini	nger				
	Signature			7	Date	September 19, 2001	

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